

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Denver Sign Supply

Manufacturing Extension Partnership of Louisiana

Denver Sign Supply Company, Inc. Doubles Website Orders with Search Engine Services

Client Profile:

Denver Sign Supply Company, Inc., located in Slaughter, Louisiana, provides sign supplies and also manufactures racks for the sign industry. The privately-owned company was founded in 1977 and employs 20 people.

Situation:

Denver Sign Supply Company, Inc. was looking for ways to increase the visibility of their website. President Larry Powenski called the Manufacturing Extension Partnership of Louisiana (MEPoL), a NIST MEP network affiliate, after reading an article in MEPoL's newsletter regarding their website submission services. These services include submitting the company's name, a description of the company, the website, and keywords to the major U.S. and international search engines. The service is done weekly, and the cost is \$250 per year.

Solution:

MEPoL Project Director Merlin Bodin worked with Denver Sign Supply Company, Inc. to begin weekly website submission services. The company has been subscribing to this service since February 2001.

Results:

- * Increased visibility and customer awareness.
- * Rated in top five on search engines.
- * Increased catalog orders from 10 per week to 40 to 50 per week.
- * Doubled website orders in one year.
- * Gained 3 to 4 customers a day.

Testimonial:

"I would highly recommend MEPoL to any manufacturing company in the state looking to increase their business. Just this past year, we've watched our web orders double and we're gaining three to four new customers every day. Our business wouldn't be where it is today without the services offered through MEPoL."

Larry Powenski, President